

Keith L. Ware Journalism Awards Competition

Judges Comments – Print Media

Category A

- Have a variety of front page stories.
- Use clean and strong layout.
- Use a mixture of topics throughout the publication.
- Provide local and worldwide news.
- Have eye-catching format.
- Keep banner from being distracting.

Category B

- Use effective and relevant information for soldiers.
- Make sure front page is well –balanced.
- Provide a variety of local stories.
- Use space effectively.
- Use images and graphics.
- Provide a variety of stories, including more Army-wide news.
- Do not overuse clip art.

Category C

- Use clear and clean layouts.
- Effectively cover conveyed message.
- Use good mix of stories.
- Make sure stories are comprehensive and informative.
- Make layout inconsistent.
- Make sure font is not difficult to read.
- Do not provide graphics that are distracting and confusing.
- Submit more dynamic images.
- Use text wrap with graphics.
- Do not leave white space due to little content.

Category D

- Make good use of limited space.
- Provide a clean layout.
- Produce a good variety of stories.
- Make wise decisions with color.
- Provide dynamic layouts.
- Make sure that headlines convey the subject of story.

Category E

- Make effective use of relevant and impactful quotes.
- Effectively incorporated soldier's point of view.
- Provide excellent use of multiple sources.
- Produce effective lead and conclusions.
- Always have conversational tone.
- Have keen attention to detail.
- Refrain from dry leads with too much information.
- Don't deviates from AP style with regards to acronyms, titles and punctuation.
- Highlight attribution.
- Don't give so much opinion.
- Refrain from long sentences.
- Quote distracts reader from story angle.
- Don't make stories choppy. Use good transitions.
- Use quotes from soldiers.
- Closely follow AP style.
- Avoid quotes that are too long and buried toward end of story.
- Check for misspelling.
- Use tighter, more concise nut graphs.

Category F

- Use effective paraphrasing to tell facts of story.
- Provide good concise phrasing.
- Use good tone to engage and draws reader in.
- Fill story with human element.
- Make sure story puts human face on a command concern.
- Make sure that lead hooks the reader.
- Don't allow the lead to back into story.
- Provide enough nut graph in your story.
- Make sure your ideas and concepts are in sequence.
- Stay away from passive writing and use more active verbs.
- Make your story clear – commentary or persuasion?
- Use stronger transitions.
- Spell check, misspellings distracts readers.
- Use sources for credibility.

Category G

- Provide an effective conclusion.
- Have humor.
- Make sure your color and tones are appropriate.
- Don't stretch it, get to the point.
- Give an anecdotal example.
- Don't ask too many questions of reader.
- Make sure you piece doesn't read like news story.
- Try not to take concepts for granted with reader.

Category H

- Make your writing energetic and lively.
- Have your lead to hook readers.
- Make sure it doesn't read more like a feature than a sports story.
- Providing extra info detracts from focus of story.
- Include results and names.
- Provide necessary attribution.
- Gear more action toward Flat lead.

Category I

- Use creative reporting and writing that holds reader's attention.
- Use amazing compilation of little known facts.
- Do not force transitions.
- Provide color in quotes; don't just provide details.
- More anecdotes needed to provide human interest.
- Be more conversational.
- Provide supplemental information on history to give depth and context.

Category J

- Have strong horizontal lines.
- Use effective ways of showing subjects in a unique light.
- Remember that strong action in photo adds depth.
- Photo captures peak of the action.
- Use effective lighting.
- Make sure photo is in focus.
- Make sure caption does not have missing unit and other information.
- Provide strong composition.
- Provide photographs that give impacts.
- Make sure color gives presence.

Category K

- Make sure photographs portray five great emotions.
- Remember variety of angles help tell the story.
- Know where to place your photographs.
- Use strong symmetry.
- Have your photos tell the story.
- Use different angles in your images.
- Stay away from too much dead space.
- Use a dominant photograph.

Category L

- Have strong continuity.
- Make sure you have clean graphic.
- Support the subject or purpose.
- Provide emotional impact.

Category M

- Be extremely descriptive and grabs reader's attention.
- Have strong emotional impact.
- Make good use of analogies.
- Use more anecdotes.
- Use more quotes and additional sources.
- Do not lack in flow and transitions.

Category N

- Use great angle and perspective to tell story.
- Use nice application of the rule of thirds.
- Make sure photos effectively tell story.
- Do not provide photographs that appear to be staged.
- Make sure outline is not misleading.

Category R

- Provide well-written and engaging articles.
- Use effective use of graphic elements.
- Provide balance layout and provide a nice mix of content for a diverse audience.
- Do not provide a confusing layout.
- Check your outline fonts for consistency issues.
- Masthead should be consistent.
- Your stories should have bylines.

Category S

- Use strong impact visually and relevant content.
- Make sure your publication covers key issues and holds attention of reader.
- Do not have a lack of emphasis on images in publication.
- Do not provide a challenging and confusing layout.
- Your background color and type conflict should not conflict.

Category T

- Use sound use of graphics within PDF format.
- Provide easy and effective navigation.
- Make publication more seamless into the actual website.
- Scrolling through document is cumbersome.

Category U

- Provide consistent and strong use of branding.
- Demonstrate strategic focus on social media.
- Provide more consistent and frequent posts.
- Give original content in postings.